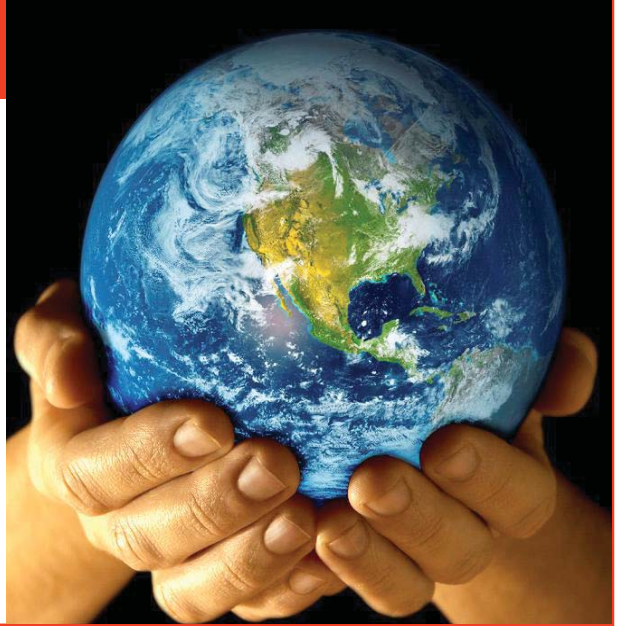


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Digital vs. Offset Printing

by Lisa Petras, VP Business Development

Since the arrival of digital printing technology and WTPC's high-tech digital equipment, a question frequently asked by our customers is, "Which is better, digital or offset?"

The simple answer is, they both have their advantages, each being preferred for certain jobs. It's similar to the discussion about vinyl versus digital music. I know people who still prefer to spin records, and others who have eighty gigs of tunes stored on their iPod.

In my research for a good way to explain the pros and cons, I ran across a fantastic article that clarifies the differences. Following are excerpts from an article written by Cynthia Pinsonnault, Marketing Consultant found at www.pinscreative.com.

Advantages of Digital

- Shorter turnaround.
- Every print is the same. More accurate counts, less waste and fewer variations, due to not having to balance ink and water during press run.
- Cheaper low volume printing. While the unit cost of each piece may be higher than with offset printing, when setup costs are included digital printing provides lower per unit costs for very small print runs.
- Variable Data Printing is a form of customizable digital printing. Using information from a database or external file, text and graphics can be changed on each piece without stopping or slowing down the press. For example, personalized letters can be printed with a different name and address on each letter. Variable data printing is used primarily for direct marketing, customer relationship development and advertising.

Advantages of Offset

- High image quality.
- Works on a wide range of printing surfaces including paper, wood, cloth, metal, leather, rough paper and plastic.
- The unit cost goes down as the quantity goes up.
- Quality and cost-effectiveness in high volume jobs. While today's digital presses are close to the cost/benefit ratio of offset for high quality work, they are not yet able to compete with the volume an offset press can produce.
- Many modern offset presses use computer-to-plate systems as opposed to the older computer-to-film workflows, further increasing quality.

Continued on Page 2

Cross-media Marketing: Getting Noticed

by Joe Ratanjee, National Sales Manager

You have a product. You believe in your product and know there is a market for it. If only people knew about you and your product, they would certainly buy it and you would realize success beyond your wildest imagination, right?

Cross-media marketing could be the solution for you. In this marketing strategy, you saturate your targeted audience with a variety of marketing media to get the word out to as many people as possible in a short amount of time. While large companies with big marketing budgets will include television and/or radio airtime in their plan, you can accomplish your goals and reach your targeted demographic without that expense.

In a nutshell, the basic cross-media marketing plan is a campaign that includes post card marketing (direct mail), e-mail blasts, a personalized URL (web page), and customized printed brochures. Ideally, all of these media will contain common elements, such as a company logo and company motto, as well as common graphics and colors (the theme). This consistency helps you gain brand recognition.

In this cross-media marketing campaign, the post card mailers and e-mail blasts will lead prospects and customers to your web site, your web page tells them all about you and your product and how to get it, and the printed brochures are sent to those who visit the web site. The brochures can also be handed out.

To sum it up, your prospects and existing customers learn about you and your products in a variety of ways, receiving several "invitations" to check you out. To learn more about cross-media marketing and how to launch your own campaign, contact WTPC. We can help you grow your business.



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Online Collateral Management: The Solution Franchises and Corporate Offices with Multiple Branches Have Been Looking For

by Jonathan Hutchins, Customer Service Representative

World Trade Printing Company has the ultimate solution for multi-site businesses, or those with large sales teams, when it comes to brand image control.


Most companies want to protect their image in the public eye and want full control over printed materials that are produced and distributed. After all, it takes valuable time and money to achieve brand recognition in a competitive business arena. All it takes is one sales rep who thinks there's no harm in creating and distributing his own flyer... not only is the layout often amateurish, there are also frequently typographical and grammatical errors. I would venture to say that 99% of all homemade flyers are a substandard representation of the company, at best.

In steps WTPC. With Online Collateral Management we call **Web2Print**, we offer a web portal that contains a virtual catalog of all of the print items that have been officially approved by the company's Corporate Office. Remote branches or franchises can access the company's **Web2Print** site and order everything they need to run their business; and the Corporate Office can rest assured that the quality of the products that are being circulated is top-notch!

Some examples of items our clients post in their online catalog on their secure Web2Print site are business cards, stationery, flyers, brochures, catalogs, administrative forms (i.e. employment applications), door signs, promotional items (such as canvas bags or mouse pads)... basically anything that all locations will use that bears your company logo.

Corporate maintains control over who has access to the portal, and controls which items are available to branches or franchisees. **Web2Print** is extremely easy to use and maintain. For the corporate offices currently taking advantage of this service, signing up was a "no brainer." They wanted to protect their brand image, but didn't know how. Now they do. These companies all have at least one thing in common: they know you never get a second chance to make a first impression.

This system concentrates on three areas of efficiency: 1) Easy access to customizable document templates via the Internet 2) Complete integration, from the web to production to delivering to the branch (forget stockpiling inventories at the corporate office) 3) Total Brand Image Control on all printed items at extremely competitive national prices

I encourage any company with multiple sites or a large sales force to consider the **Web2Print** solution when it comes to protecting their image. 

- Continued from Page 1

Digital vs. Offset Printing Still Not Sure Which Is Right?

Use this checklist to help decide:

- **Quantity.** Offset printing has a front-end cost load. Short runs may have a high unit cost. But as quantities increase, the unit cost goes down with offset printing. Very short runs can be much more cost effective with digital printing; while larger quantities are likely to have a lower unit cost with offset printing.
- **Printing medium.** Do you need or want a special paper, finish or unusual printing surface, or unique size? The options are increasing continually for digital, but offset printing still offers the most flexibility.
- **Color.** Digital presses use four-color process printing. If you need only black ink or one or two ink colors, offset printing may offer a more cost-effective solution. If you need four-color printing, digital may offer advantages in lower up-front costs.
- **More on color.** If you're planning to print using the Pantone® Matching System, offset printing will give you the best match, since it uses actual Pantone® ink. Digital printing simulates the color using a four-color matching process, so some digital printers may offer less accurate color matching on projects.
- **Turnaround.** If you need it fast, digital usually offers quicker delivery.
- **Proofing.** Digital offers accurate proofs since you see an actual sample of the printed piece. Accurate color proofing for offset printing can be expensive.
- **Customization.** Without question, digital printing offers the most affordable way to customize marketing materials, direct mail pieces, letters, etc.

Summary

Use the above checklist to help you decide and talk to your printer before submitting your job for advice on preparing files properly for the option you choose.



START SAVING TIME AND MONEY WITH PERSONALIZED PRINTING SOLUTIONS

Work smarter, not harder! Put your marketing dollars to work for you, and get a loftier ROI.

Do you know these marketing buzzwords?

- 1:1 marketing
- Personalization
- Variable data marketing

Contact Joe Ratanjee at World Trade Printing Company to learn more about these effective marketing strategies. joe@wtpcenter.com



UV Coating: What is it, and do you need it?

by Lisa Petras, VP Business Development

As I walk past WTPC's stellar Customer Service Team, a question I frequently hear them answer is: "What is UV Coating, and do I need it?" The latter is—in the end—a matter of preference. It seems that some customers insist on it while others can take it or leave it. Still others aren't sure. As for the former, my objective for this brief article is to educate you just enough so you can make an informed decision. In the printing industry, there are several types of coating. Some are applied to the paper before it is used for a print job, some are applied immediately after printing (while the ink is still wet) and others are applied after the ink dries.

Some coating examples are:

- Aqueous coating, applied during the printing process and is available in gloss, matte and satin finishes
- Clay coating, applied to blank paper to add strength and gloss
- Grease-resistant coating, applied to paper—typically for industrial or scientific use



- Whitewash coating, applied as a finish coat to paper
- So, what is UV Coating? It is a liquid (or paste) coating that is applied after printing. When it is exposed to UV lights, it dries and creates a hard, protective finish. Also known as Energy Curable Coating, UV Coating provides great protection for printed surfaces, and typically adds a nice sheen.

Among the benefits UV Coating provides are:

- Allows for in-line die cutting
- Better endurance
- Chemical resistance
- Color stability
- Deeper, more vibrant colors and tones
- Environmentally safe; emits no VOCs (Volatile Organic Compounds)
- Greater opacity
- Higher gloss
- Scuff resistant
- Sharper graphics

Now that you know a little something about UV Coating, perhaps you can determine whether or not it is right for your project. Of course, if you still have questions when it's time to order your next print job, just ask one of our knowledgeable team members. You can submit questions to info@wtpcenter.com, or call us toll-free at (866) 368-2500. World Trade Printing Co personnel are ready to serve your printing needs and answer any questions you may have.



Effective Low-budget Marketing

by Joe Ratanjee, National Sales Manager

"You have to spend money to make money!" While this old adage may be true to some degree, what's left out of the equation is: how much money? That's what every business-minded person with a "down to the core" entrepreneurial spirit really wants to know.

It might surprise you to know that a highly effective, low-cost way to reach potential customers is with a direct-mail campaign known as post card marketing. Post cards have been used in this way since the 1800s! It's true. Post card marketing can be traced back to 1872, when a black and white post card advertisement first appeared in Great Britain. Post cards as an advertising medium have come a long way since then! Modern-day marketing statistics give post card mailers a response rate of 5%. In other words, for every 100 you send out, you average five inquiries/responses.

Whether you have a modest marketing budget, or just want a quick, time-tested way to get the word out about your products and services, post card mailers are a good way to go. With an eye-catching design and some brief information about what you do, and why they need you to do it for them, and you're halfway there. Then, of course, WTPC can help get you to the finish line.

Not only can we print your post card mailers, we also have a full-service, in-house mailing department that can send any desired volume (hundreds, thousands, even millions) of product out for you at a reduced bulk rate. For little more than you would pay for printing alone, we will address, barcode, stamp and mail your post card mailers out for you. This saves your company a lot of time and money, freeing up these valuable resources for other more important activities.

You can design your own post card and upload it to us, or use our virtual design studio. I recommend that you visit www.wtpcenter.com when you're ready to launch a post card mailing campaign.



PRINTING TIP OF THE MONTH:



Pantone color guides should be replaced annually. The printed colors in the swatch book can shift or fade and no longer be a true and reliable representation of the actual colors.